Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 158,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: 162,000
QUARTERLY :: FULL COLOR :: 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability
100% POST-CONSUMER WASTE RECYCLED PAPER
PROCESSED CHLORINE-FREE
= 60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender
Male: 51%
Female: 49%

age distribution
under 20: < 1%  21–25: 6%  26–30: 10%
31–40: 20%  41–50: 21%  51–60: 22%
61–70: 12%  over 71: 9%

level of education (alumni)
Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas
Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11%  (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10%  (and adjacent counties)
Pullman/Moscow: 6%  (and adjacent counties)
N. California: 4%  S. California: 4%
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

winter 2016
wood takes wing
The complex chemistry labs that will fuel the clean industries of
tomorrow are growing in your backyard.

ALSO IN ISSUE: A place of healing waters— fallen from fame and nearly
a ghost town—has recently rediscovered its pulse.

fall 2016
the spirit of ’25
How do you create national feeling? One solution turned out to
be the campuses of American colleges.

ALSO IN ISSUE: The National Park Service has been telling the story of
America for 100 years.

summer 2016
the pharmacist
Not an emergency and can’t get in to see a doctor? The
pharmacist will see you now.

winter 2015
the drink that built a nation
Hard cider—a key component of the colonial economy—
became practically forgotten in a state known for its apples.
Enter the new cider makers.
Departments

In season

Morel mushrooms
Spring is the season for chèvre
Reconsidering the oyster

Sports

Coug behind the Seahawks
Women’s rowing on the Snake River
NCAA record holder Rueben Mayes
Olympic athlete Bernard Lagat comes home

Alumni profiles

Searching for Amelia Earhart’s lost plane
Traveling the world for Homeland Security
Counting coffee beans in Costa Rica

Restoring chaos

By Rebecca Phillips

Dr. Dan

By Martin Fremier

In the Northwest

Profiling people

Places

And possibilities

Washington State Magazine
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>full-page (bleed)*</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)*</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
</tbody>
</table>

*BLEED SPECIFICATIONS: Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

AD GRID MARGINS: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpaxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpaxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
### Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
</tr>
<tr>
<td>Full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeiture.

---

### Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Ad Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2018 (Summer)</td>
<td>2/2/18</td>
<td>3/16/18</td>
</tr>
<tr>
<td>August 2018 (Fall)</td>
<td>4/27/18</td>
<td>6/8/18</td>
</tr>
<tr>
<td>November 2018 (Winter)</td>
<td>7/27/18</td>
<td>9/7/18</td>
</tr>
<tr>
<td>February 2019 (Spring)</td>
<td>10/26/18</td>
<td>12/7/18</td>
</tr>
</tbody>
</table>

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

**Available on Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.
MAGAZINE STAFF
Editor, Larry Clark '94
Art Director, John Paxson
Science Writer, Rebecca Phillips
Writer, Brian Charles Clark

kudos

legal stuff

ADVERTISING RESTRICTIONS
Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:
- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit Washington State Magazine from accepting print advertising for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS
Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227

http://www.magazine.wsu.edu/advertising